

CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES
Regular Meeting
Location: ExplorOcean, 600 East Bay Avenue
Wednesday, January 8, 2014 - 4:00 p.m. to 5:30 p.m.

I. Call Meeting to Order

Council Member/Chair Henn called the meeting to order at 4:00 p.m. He introduced and thanked those in attendance participating in the process.

The following persons were in attendance:

Balboa Village Advisory Committee Members:

Michael Henn, Council Member (Chair)
Gloria Oakes, Balboa Peninsula Point Association
Ralph Rodheim, Balboa Village Merchant Association Member
Grace Dove, Central Newport Beach Community Association
Tom Pollack, ExplorOcean Representative
Jim Stratton, At-Large Representative

Tony Petros, Council Member - Absent

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner
James Campbell, Principal Planner
Evelyn Tseng, Revenue Manager
Julie Dixon, Parking Consultant

II. Public Comment on Non-Agendized Items (comments limited to 3 minutes)

Interested parties were invited to address the Committee on Non-Agendized Items.

Jim Mosher discussed the Land Use Element Amendment Advisory Committee that is writing new paragraphs into the Land Use Element, including a reference to the BVAC which was established in September of 2012. The official name for the Balboa Village Merchant Association is BVMA, Inc. and it is registered.

There being no others wishing to address the Committee, Chair Henn closed the Public Comment on Non-Agenda Items portion of the meeting.

III. Approval of Minutes

Recommended Action: Approve December 11, 2013 Minutes

Grace Dove asked that the wording to describe the transportation on page 7 be amended, as well as changing the motion on page 8 to show, "as amended."

Chair Henn asked that Mr. Hall's comments on the bottom of page 1 be changed to reflect that they will "soon be considering specific recommendations."

Jim Mosher asked that Gloria Oakes' name be changed to have an "e" on the end.

Chair Henn noted that the minutes are too detailed and should be action minutes.

Tom Pollack is in favor of moving toward action-oriented minutes.

Chair Henn expressed interest in focusing on conclusory comments.

Jim Stratton noted that it is easy to save auditory files and meetings could be saved for up to six months, allowing for possible review.

Chair Henn explained that this has been an ongoing discussion with City Council but there is a consistent policy of saving meeting audio.

Jim Mosher stated that the minutes could be made shorter if the audio files were saved for a longer period of time.

Action: Committee Member Ralph Rodheim moved to approve the minutes of the December 11, 2013 meeting as amended, and Committee Member Jim Stratton seconded the motion; which carried unanimously.

IV. Finalize Parking Implementation Plan

Recommended Action: Review Parking Strategies and Recommend City Council Approval

Chair Henn introduced the item and deferred to staff for a presentation.

Brenda Wisneski provided an overview of the plan to better manage parking, provide greater availability for visitors, and to address the impacts parking has had on businesses. The following six strategies used to develop the plan were discussed and explained, outlining the reason and outreach behind each strategy:

1. Parking Benefit & Shared Parking District
2. Employee Parking Permit Program
3. Suspend In-lieu Parking Fees
4. Eliminate Parking Requirement
5. Parking Meter Rates
6. Residential Permit Parking Program

Ralph Rodheim asked if it would be possible for this information to be presented at Tuesday's BVMA meeting and Ms. Wisneski agreed.

Discussion carried regarding the proposed timeline of reviewing the issues of metered parking and demand-based pricing, noting that it will be examined throughout the five-year span.

Ralph Rodheim expressed a need for a task force to analyze the details of implementation and technology for parking validations.

Chair Henn noted that a possible task force could be included as a concept within the implementation plan.

Ralph Rodheim stated that a BVAC subcommittee could be established with the BVMA.

Brenda Wisneski explained that it would have to comply with the Brown Act.

Kim Brandt noted that this could be placed on next month's agenda for further discussion.

Tom Pollack asked for clarification regarding parking prices, enforcement, and where the money will be placed.

Evelyn Tseng explained the allotment of the funds generated from citations, which is not considered a significant revenue source.

Chair Henn raised the concern over residential parking rates, with the encouragement to rework the proposed pricing grid.

Discussion carried regarding the time limits of parking and the cost of parking permits.

Tom Pollack noted consensus with the consultant, staff, and City Council to remain at a \$20 non-validated, residential parking fee.

In response to a question regarding peak and off-peak parking, Brenda Wisneski explained how the holidays factor into peak parking times, from Memorial Day to Labor Day, adding in Federal holidays. More details will be available as they continue to work with the consultants.

Jim Stratton reviewed the boundaries established by the consultant, including any spillover, noting that it will be very minimal.

Howard Hall discussed his concerns regarding the consultant field study and the issue of purchasing permits.

Chair Henn noted that this is an on-going process and can always be reevaluated. The consultants are the experts and faith is being placed in where they have chosen to place

boundaries. Nelson Nygaard has extensively studied the boundaries and taken any spillover into account.

Grace Dove clarified that the original boundary was established by Jim Stratton's resident parking committee.

Discussion continued regarding the location of the boundary.

Kim Brandt discussed the option of having a phased approach to the boundary moving west over time, when it was determined to be appropriate. It was noted that expanding the program is easier than reducing the permit area in the future.

Committee Member Ralph Rodheim moved to approve that the boundary be implemented through a phased approach, starting with Adams Street to Island Avenue and moving westward towards 7th Street, and to be evaluated on a yearly basis.

Discussion carried regarding the boundary, with Grace Dove opting to abstain from voting because Central Newport is fractured on the subject.

Action: Committee Member Ralph Rodheim restated the motion to establish the boundary for the RP3 program as proposed (Adams Street to 7th Street) and to implement the permit program in a phased approach, with the first phase being from Adams Street to Island Avenue and subsequent phases to be evaluated on an annual basis and implemented as needed. Committee Member Tom Pollack seconded the motion; the motion carried, with Committee Member Dove abstaining (5 ayes, 1 abstain, 0 noes).

Brenda Wisneski continued to discuss details of the program including the annual permit rate of \$20, effective times and dates, and eligibility to include Bay Island residents and mooring permittees, with the option to provide passes for guests and visitors.

Action: Committee Member Jim Stratton moved to set the permit rate at a fixed annual rate of \$20 for three years, with an adjustment for CPI available after the three year period. Committee Member Ralph Rodheim seconded the motion; the motion carried, with Committee Member Dove abstaining (5 ayes, 1 abstain, 0 noes).

Jim Stratton discussed the cost of guest passes, at a price of \$1 maximum and their ability to be computer generated.

Chair Henn suggested that staff include a recommendation to develop an online guest parking pass.

Action: Chair Henn moved to approve the strategies as discussed and amended, and Committee Member Stratton seconded the motion; the motion carried, with Committee Member Dove abstaining (5 ayes, 1 abstain, 0 noes).

V. Review 2014 Work Program

Due to time constraints, Brenda Wisneski recommended that this item be moved to the February agenda and the Committee concurred.

VI. Public Comment

Ralph Rodheim, on behalf of the merchants, thanked the City for the beautiful holiday decorations in the Village.

Tom Pollack thanked the City for the revenue earned from the Bowl Game.

VII. Adjournment

There being no further business to come before the Balboa Village Advisory Committee, Chair Henn adjourned the meeting at 5:46 p.m.

Next Meeting Date: Wednesday, February 12, 2014, 4:00 p.m. to 5:30 p.m.

The agenda for the Balboa Village Advisory Committee (BVAC) Meeting was posted on December 23, 2013 at 2:00 p.m. in the Chambers binder and on the digital display board located inside the vestibule of the Council Chambers at 100 Civic Center Drive and on the City's website on December 23, 2013 at 2:15 p.m.